

MISSOURI DIVISION OF TOURISM

MISSOURI JUNE TRAVEL BAROMETER
(DATA AVAILABLE AS OF 07/02/2021)



Missouri Travel Barometer



The Missouri Division of Tourism research team analyzes a range of tourism research metrics in order to provide the Missouri travel industry and the MDT staff with a monthly *Missouri Travel Barometer*.

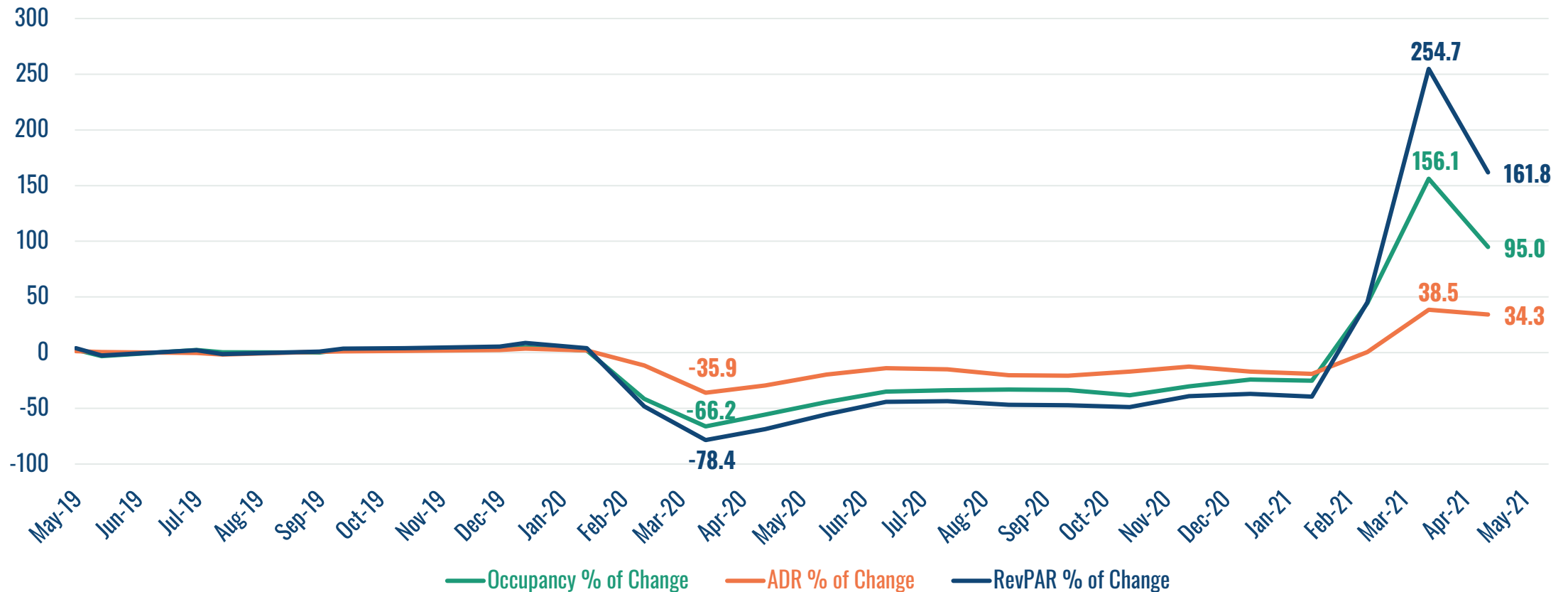
The barometer shows key travel indicators that illustrate various measurements affecting Missouri's tourism industry and are indicators of its health.

Missouri Travel Barometer

The effect of Covid-19 first hit the week ending 2/29/2020



STR Monthly Lodging Trends Percentage of Change



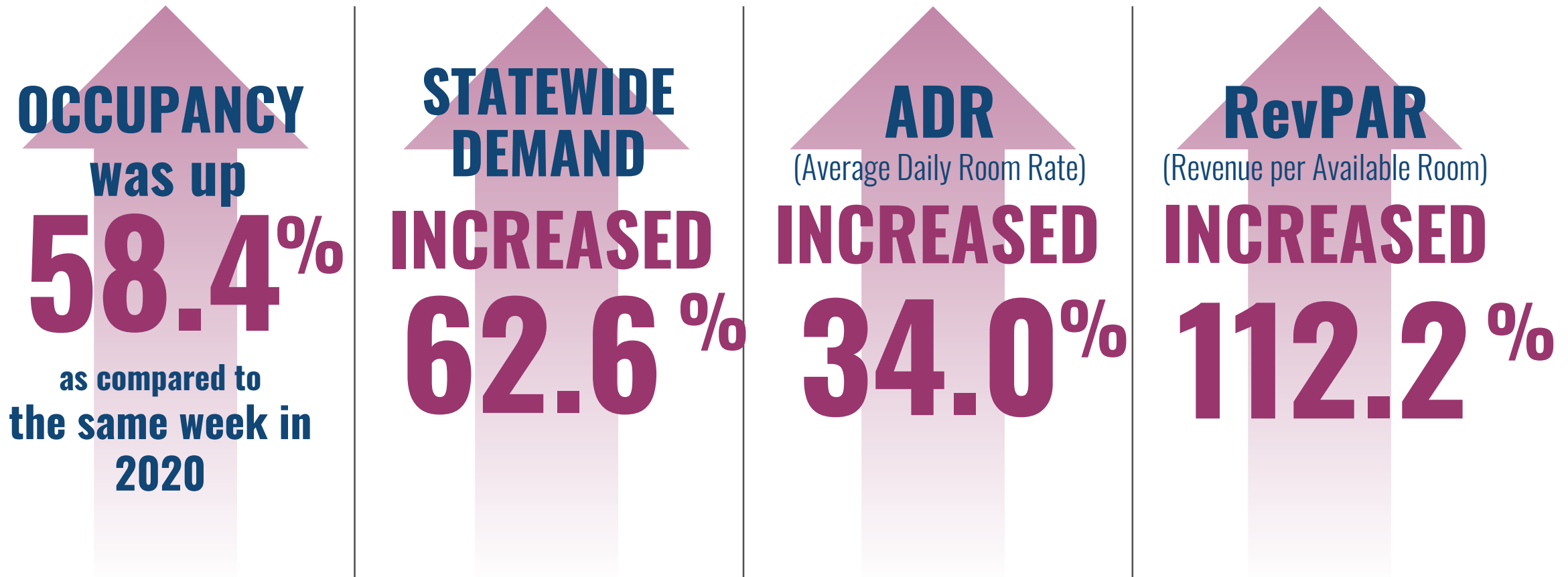
Source: STR, LLC

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Missouri Travel Barometer



STR Lodging Trends – Week Ended June 26, 2021



Missouri Travel Barometer



AirDNA Short-Term Rental Trends for Hotel Comparable Rooms

May 2021 Compared to 2020

OCCUPANCY
was up

7.1%

as compared to
the time period in
2020

**STATEWIDE
DEMAND
INCREASED**

82.7%

ADR
(Average Daily Room Rate)
INCREASED

20.7%

RevPAR
(Revenue per Available Room)
INCREASED

29.3%

Missouri Travel Barometer



AirDNA Short-Term Rental Trends for Entire Place Rentals

May 2021 Compared to 2020

OCCUPANCY
was up
33.3%
as compared to
the time period in
2020

**STATEWIDE
DEMAND**
INCREASED
110.7%

ADR
(Average Daily Room Rate)
INCREASED
16.6%

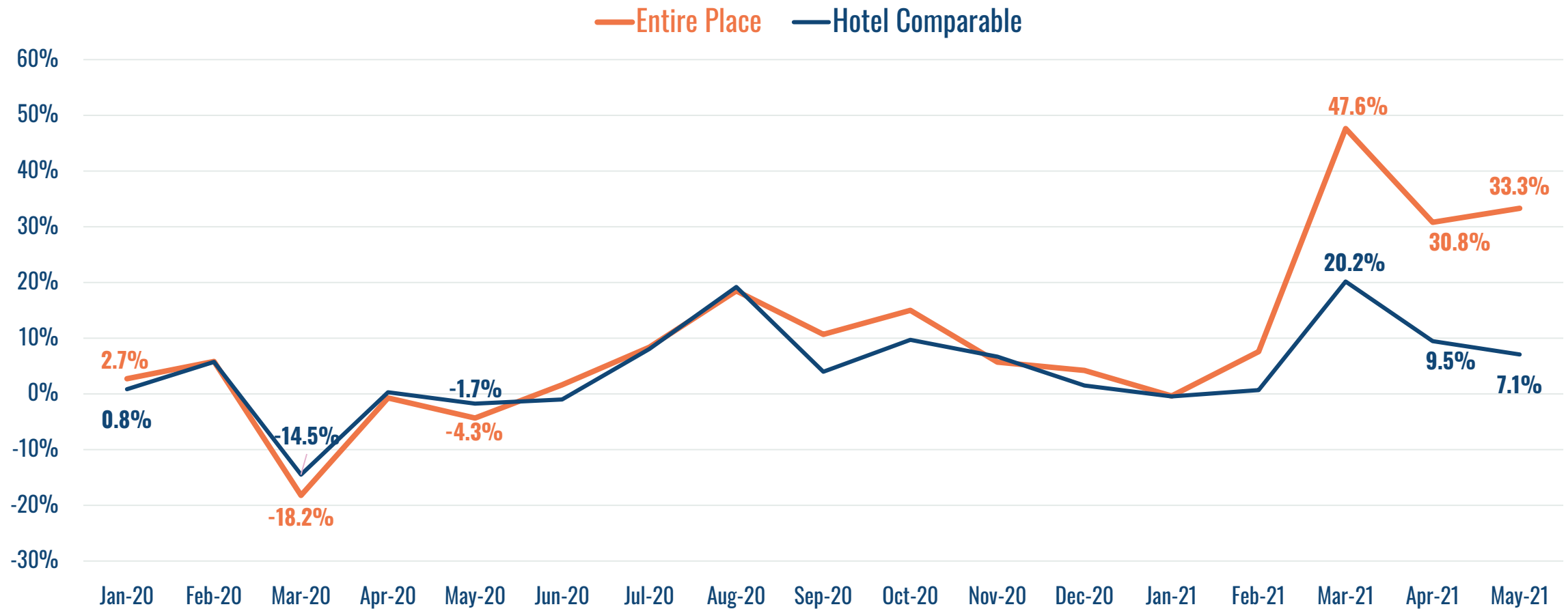
RevPAR
(Revenue per Available Room)
INCREASED
55.5%

Missouri Travel Barometer

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AirDNA Short-Term Rentals Occupancy % of Change from Prior Year



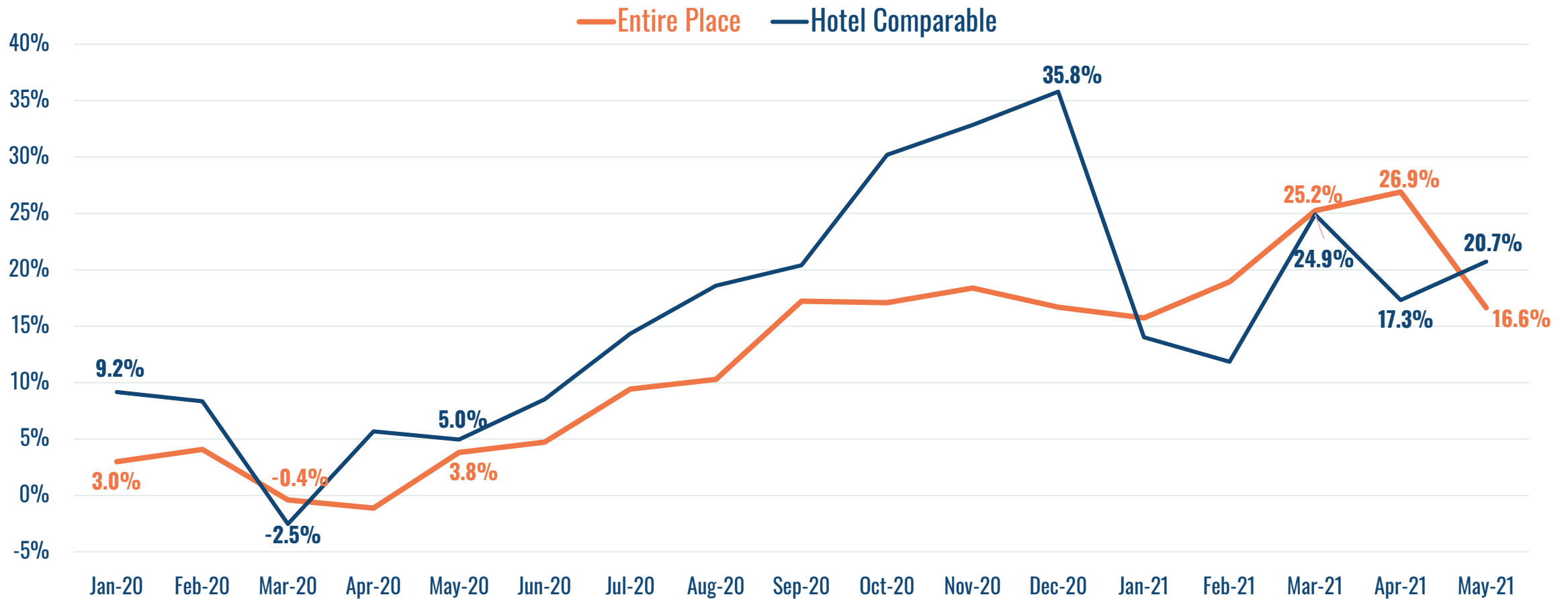
AirDNA listings include short-term rental properties listed by Airbnb and HomeAway.

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AirDNA Short-Term Rentals ADR % of Change from Prior Year



AirDNA listings include short-term rental properties listed by Airbnb and HomeAway.

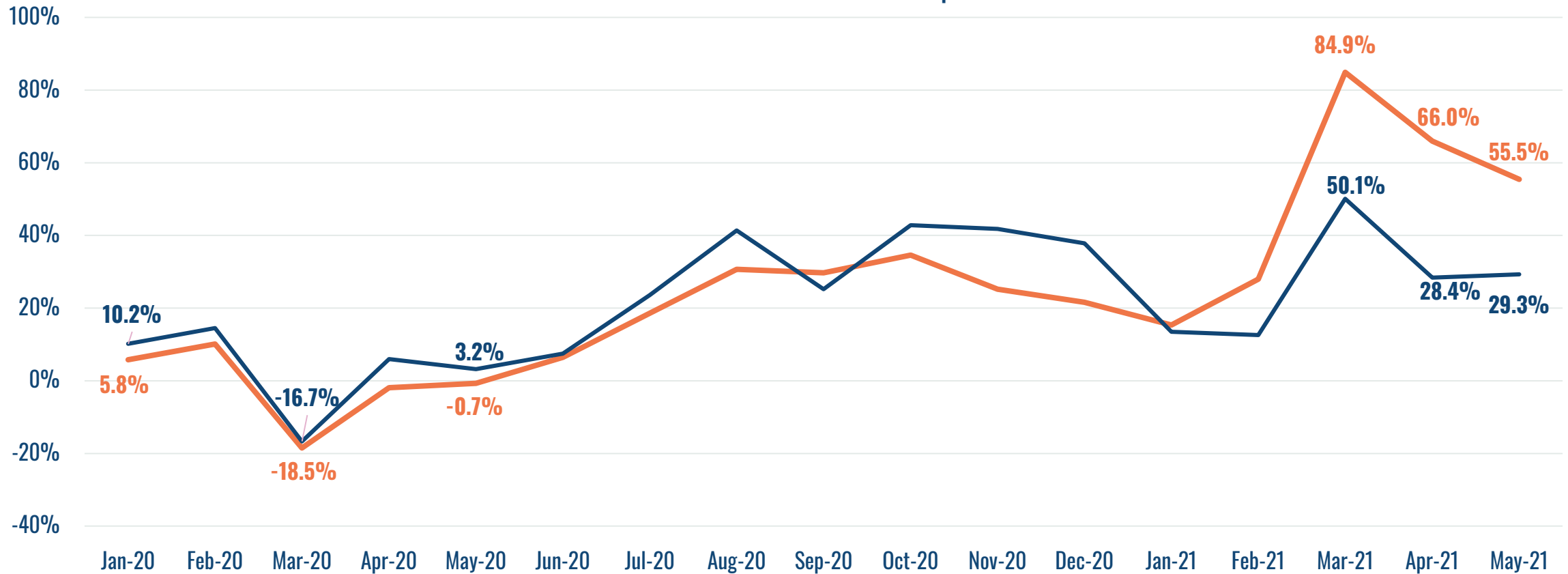
Missouri Travel Barometer

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AirDNA Short-Term Rentals RevPAR % of Change from Prior Year

— Entire Place — Hotel Comparable



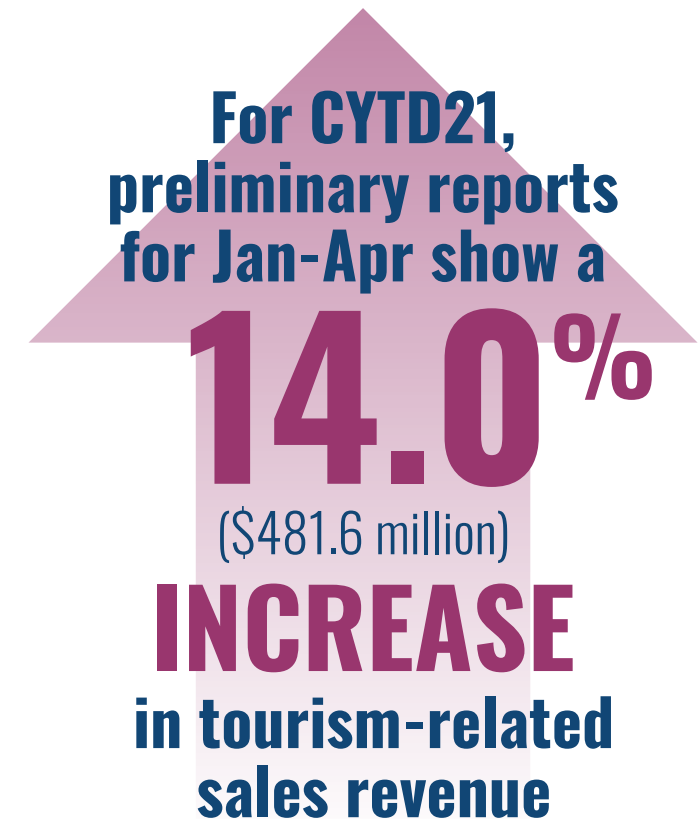
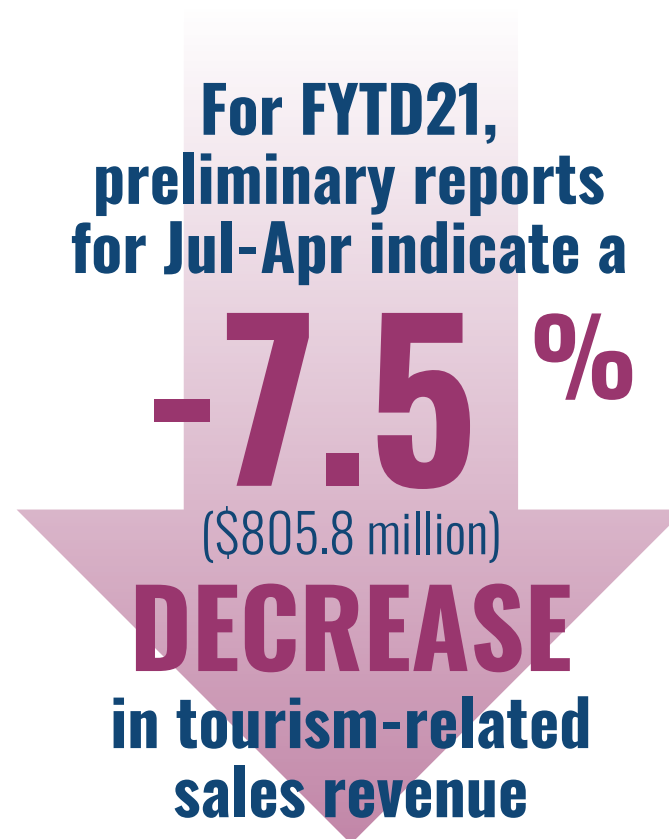
AirDNA listings include short-term rental properties listed by Airbnb and HomeAway.

Missouri Travel Barometer

NAICS codes fluctuate by month and by season even in a normal year



NAICS Tourism Business Sales through April 2021

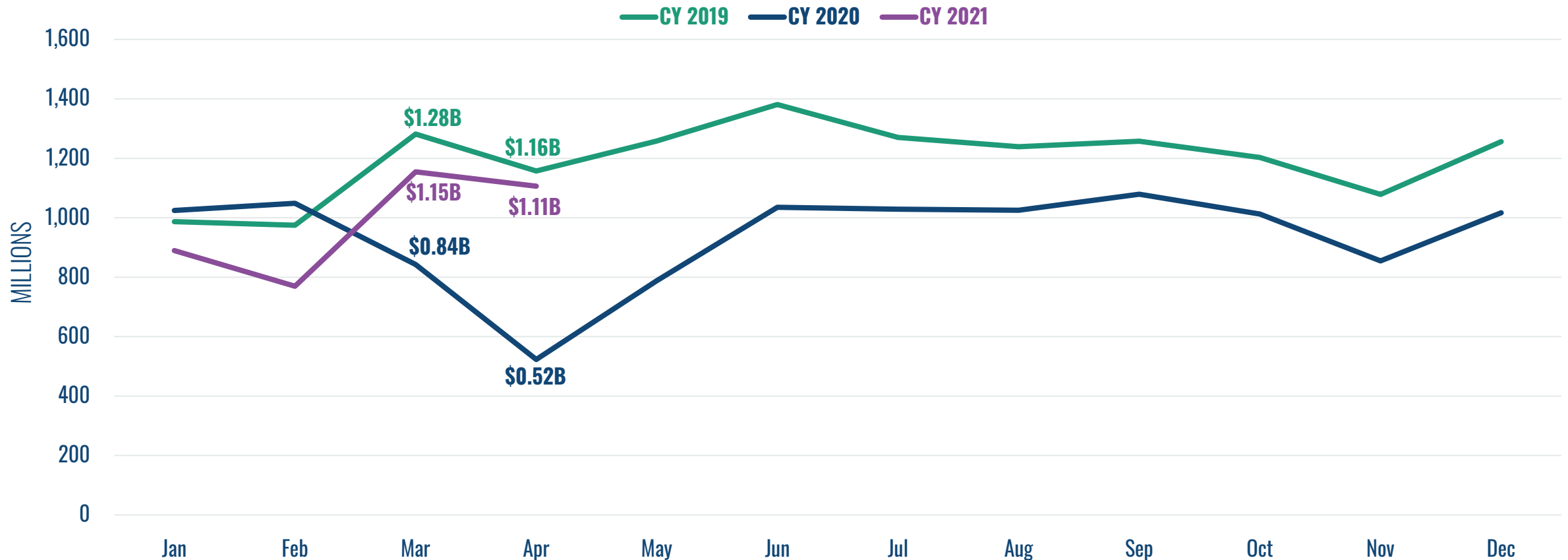


Missouri Travel Barometer

NAICS codes fluctuate by month and by season even in a normal year



CY Sales Revenue from Tourism-Related NAICS

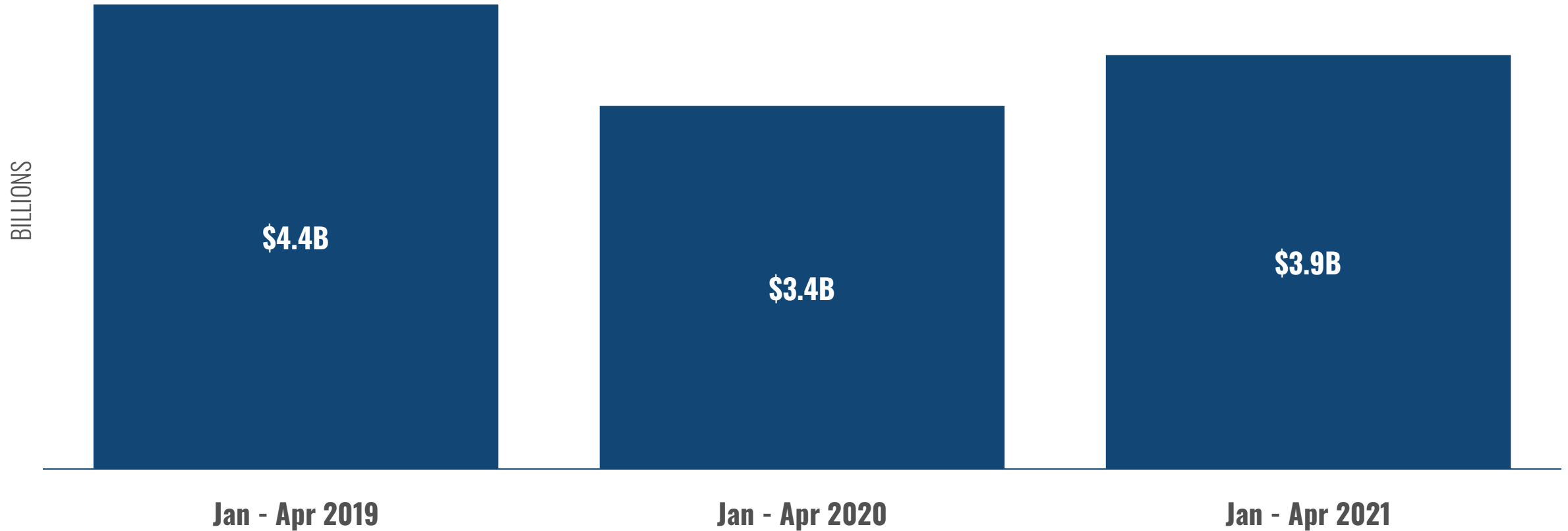


Missouri Travel Barometer

NAICS codes fluctuate by month and by season even in a normal year



CYTD Sales Revenue from Tourism-Related NAICS

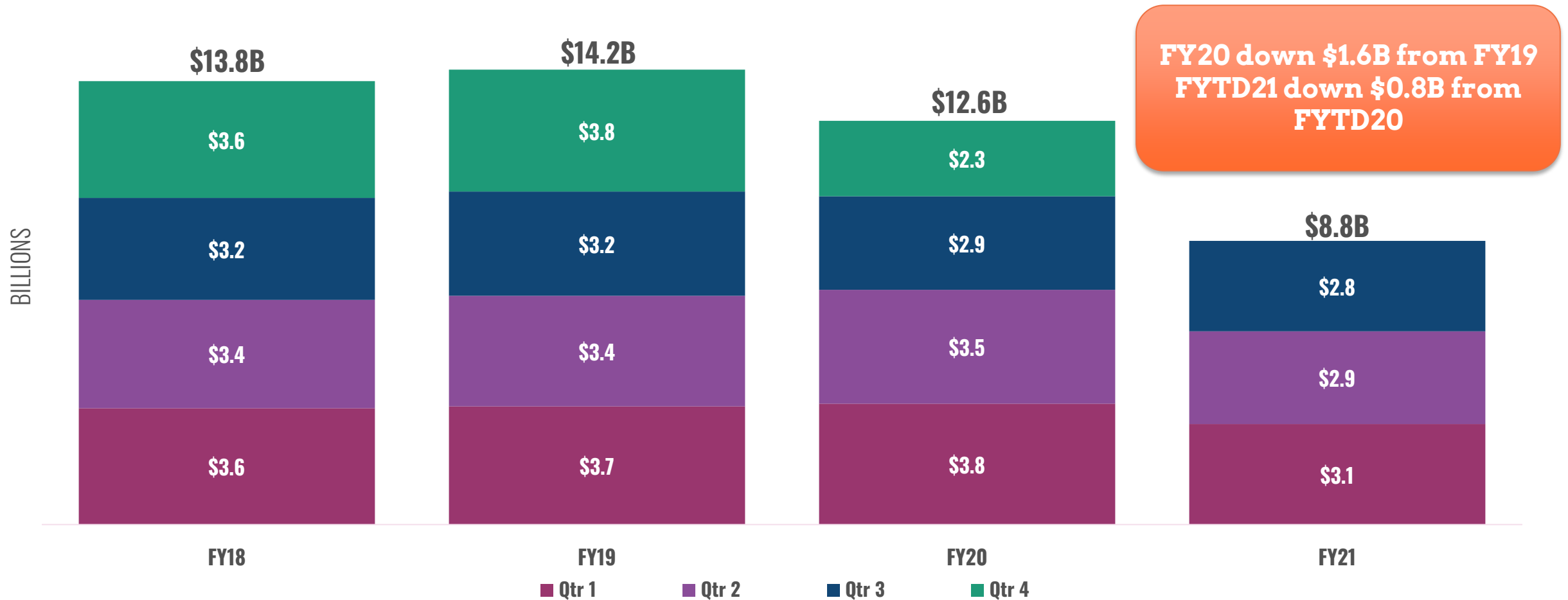


Missouri Travel Barometer

NAICS codes fluctuate by month and by season even in a normal year



FY Sales Revenue from Tourism-Related NAICS



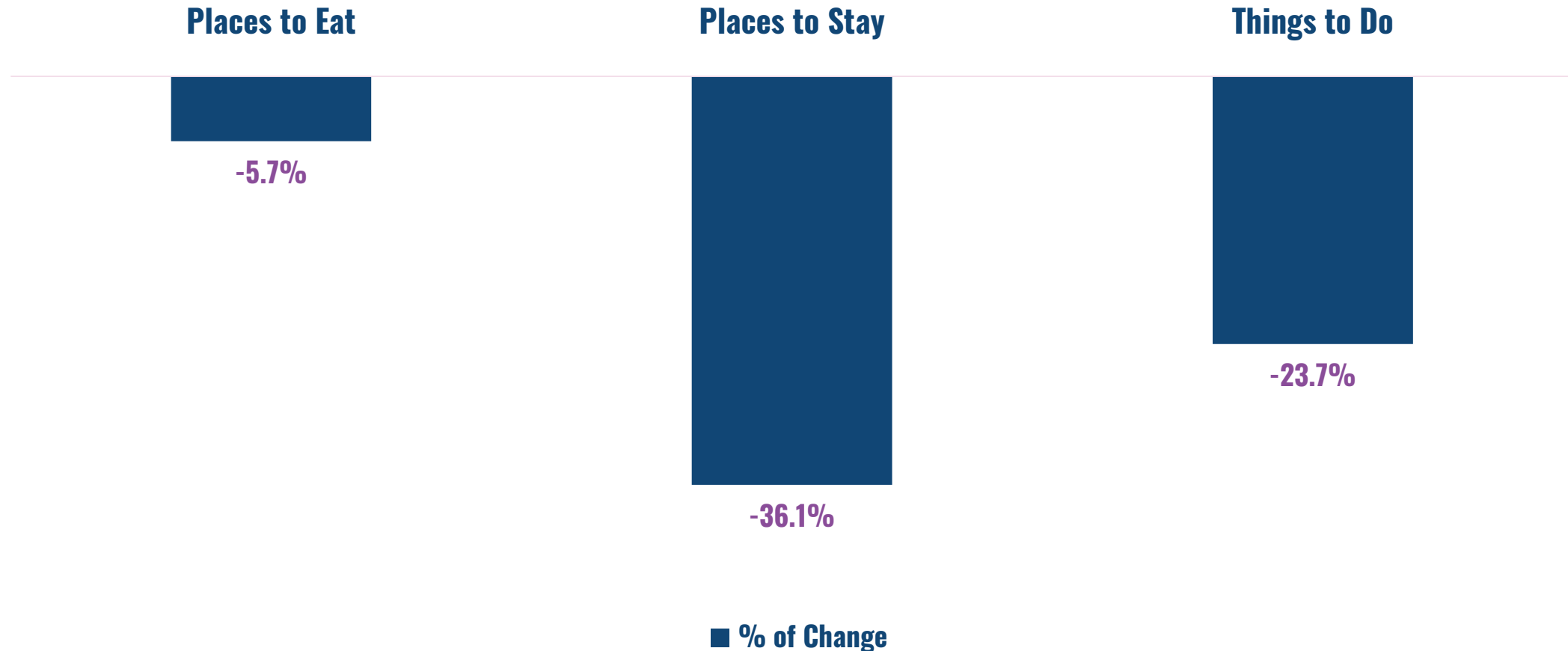
Missouri Travel Barometer

NAICS codes fluctuate by month and by season even in a normal year



NAICS Tourism Sales by Business Type

% of Change During May 2020 – April 2021 Compared to May 2019 – April 2020



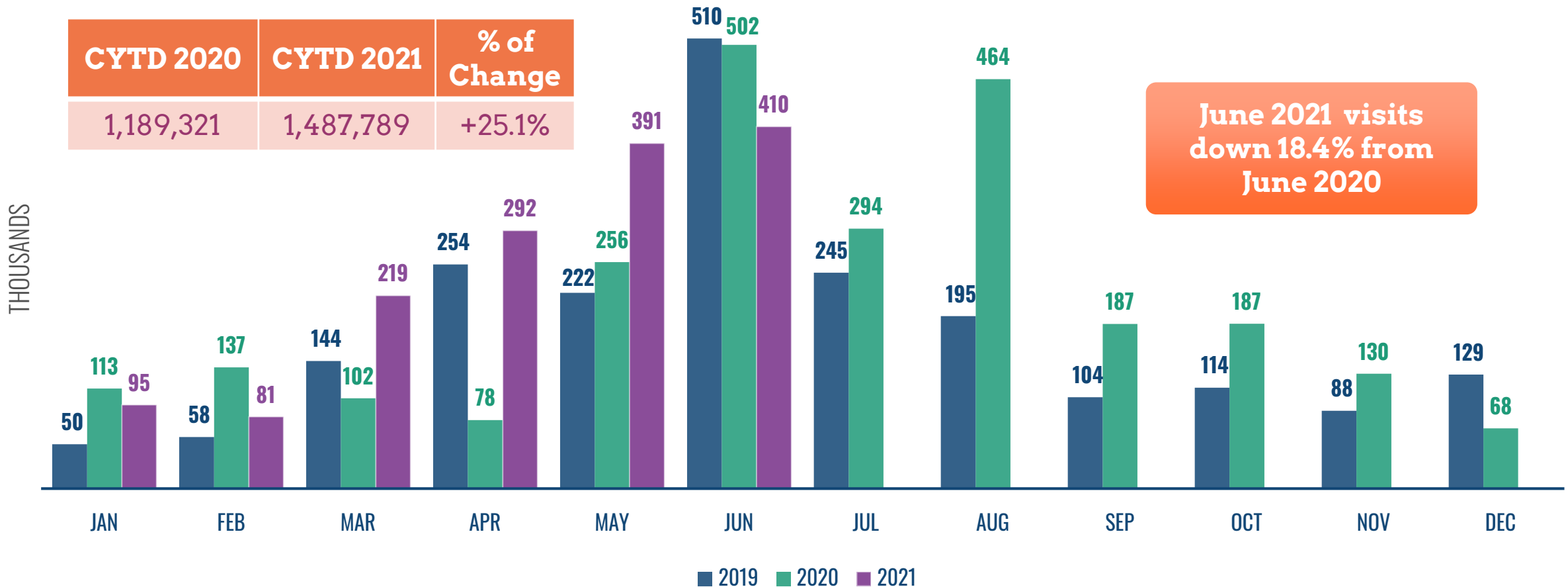
Source: Missouri Department of Revenue

Missouri Travel Barometer



Visits to the MDT website and marketing responses will always fluctuate due to seasonal traffic patterns

Calendar Year Visits to VisitMO.com by Month

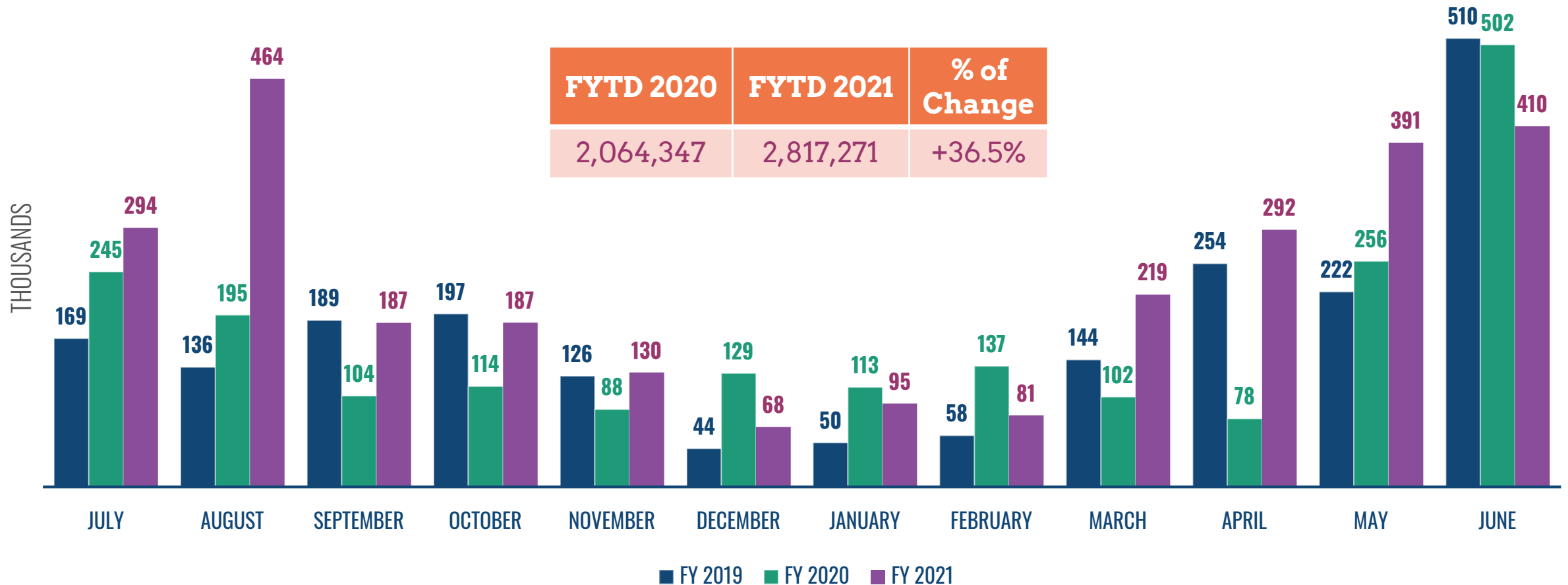


Missouri Travel Barometer



Visits to the MDT website and marketing responses will always fluctuate due to seasonal travel patterns

Fiscal Year Visits to VisitMO.com by Month

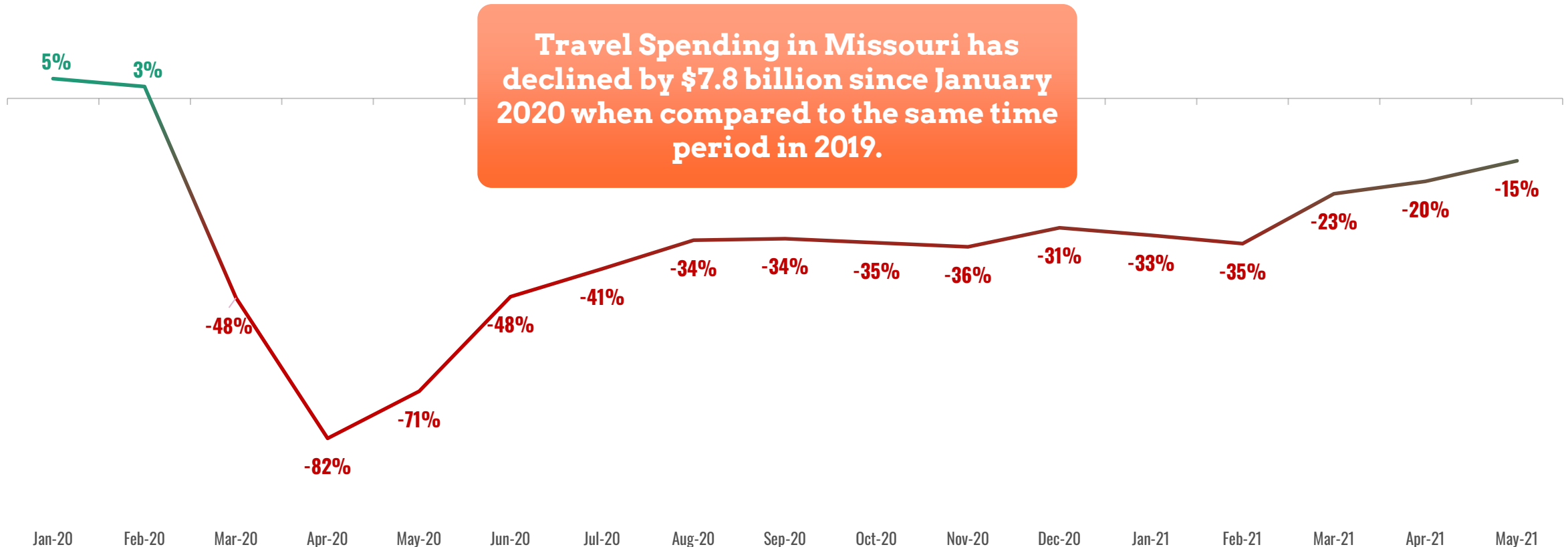


Missouri Travel Barometer

The effect of Covid-19 first hit the week ending 2/29/2020



Economic Impact % Change in Monthly Travel Spending in Missouri Compared to 2019

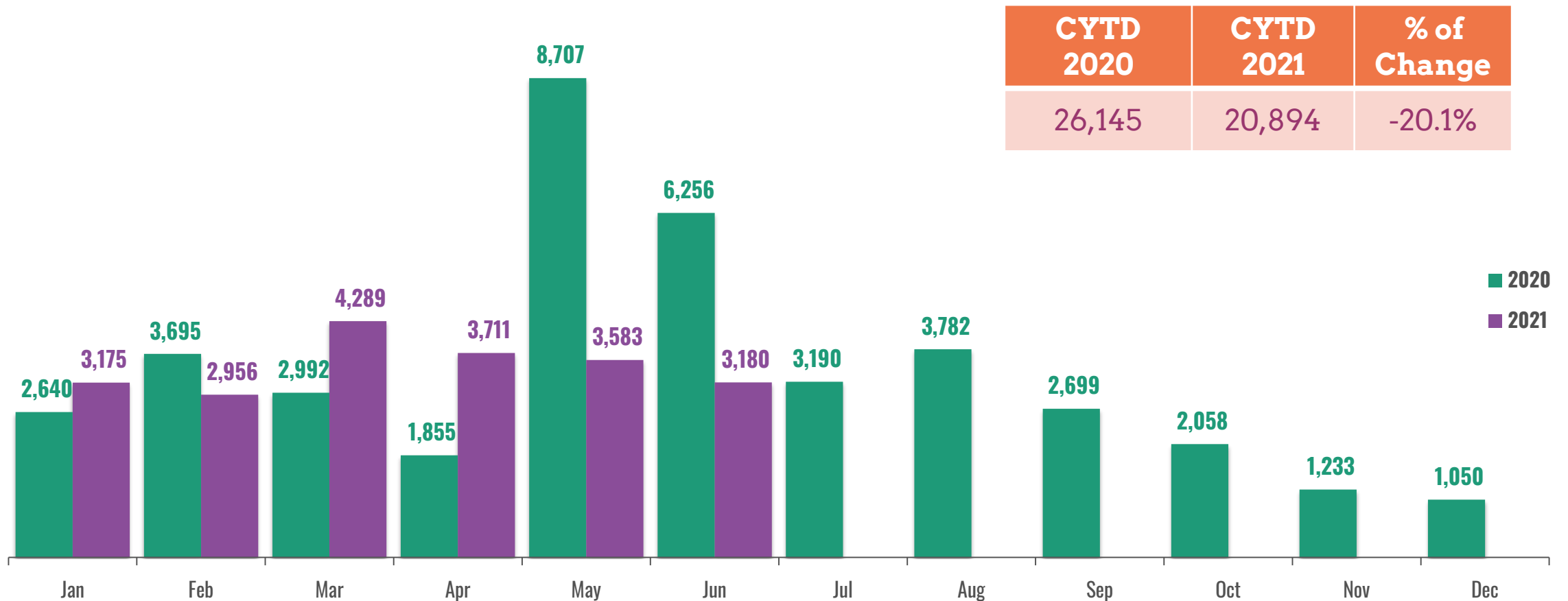


Missouri Travel Barometer



No significant marketing to drive website traffic or to solicit travel guide orders in the early part of 2020.

Fulfillment of Travel Guide Orders from All Sources

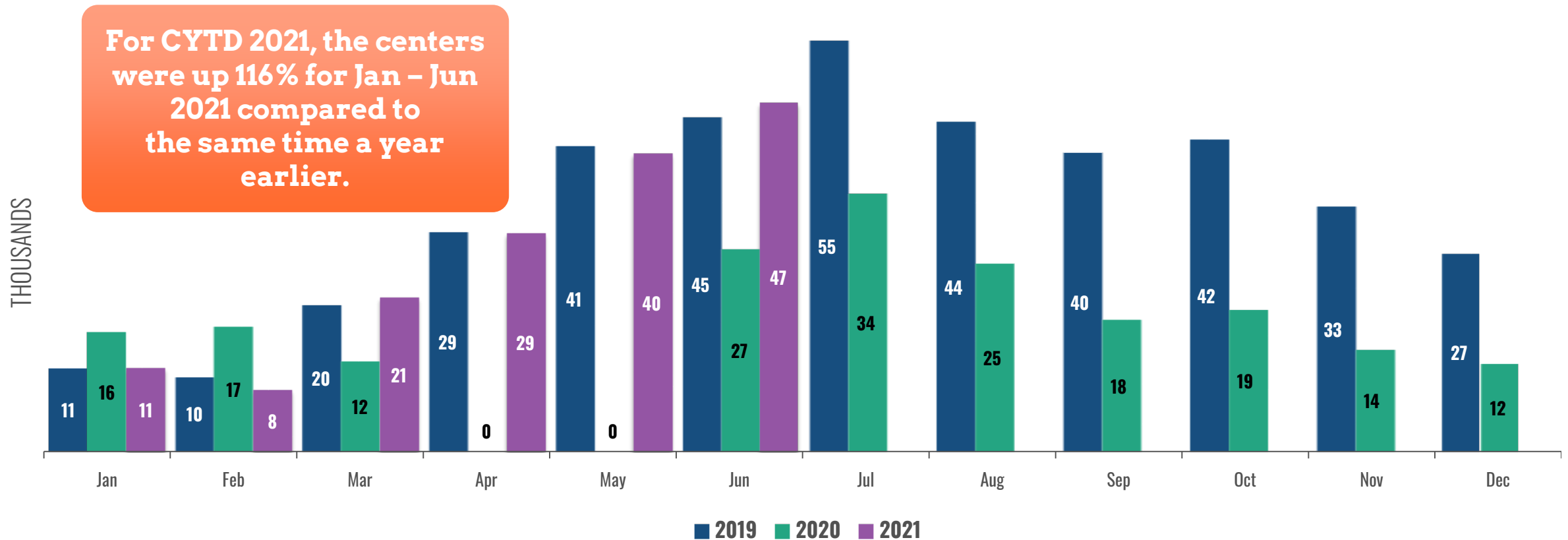


Visits to the MDT website and marketing responses will always fluctuate due to seasonal travel patterns. Travel guide orders come through website orders, RSL leads and telephone calls.

Missouri Travel Barometer



Welcome Center Visits: 2021 Calendar Year to Date through June

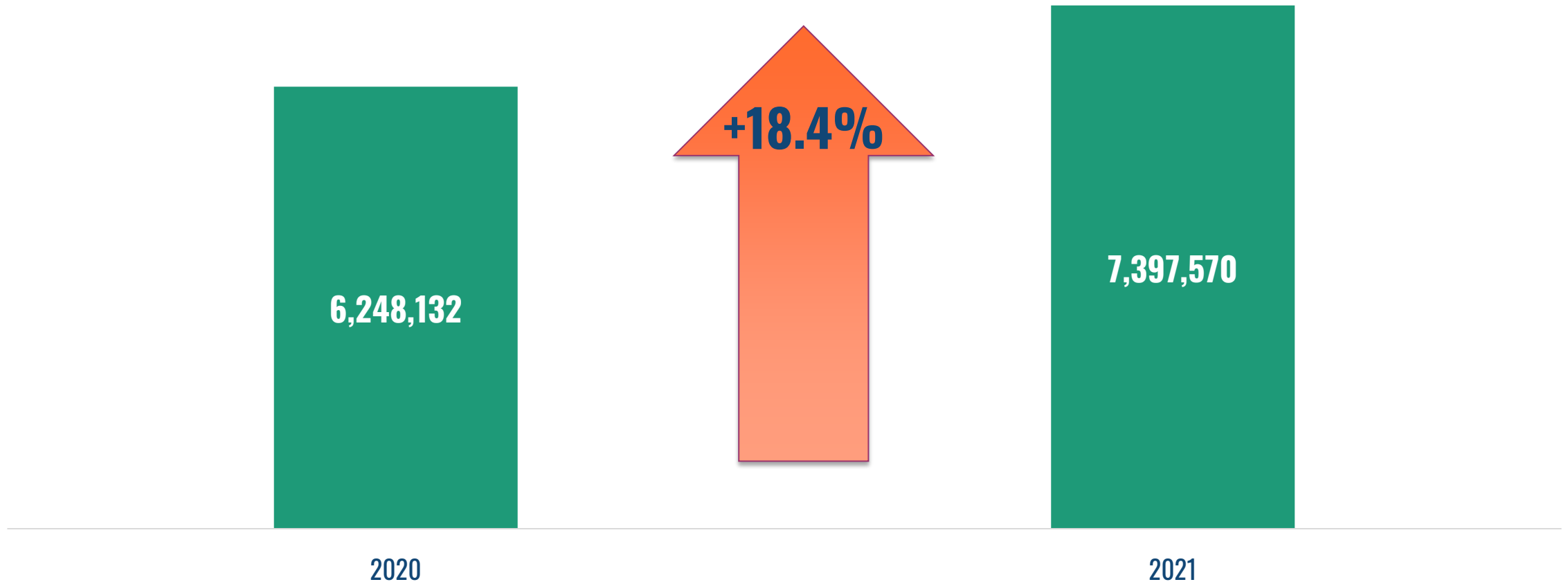


Notes: The Welcome Centers were closed March 18th – May 31st due to social distancing orders. The Centers started closing on weekends on 8/16/2020. (The centers were not open on weekends in 2019 from Jan – Mar). The Kansas City Welcome Center closed at the end of September, and the Hannibal and St. Louis Centers closed at the end of October. In November 2020, the centers switched to being open only Thursday – Monday. On 2/16/2021, the centers switched to being open only Tuesday – Saturday. On 4/11/2021, the centers resumed being open on Sundays with Mondays the only closed days. On 5/10/2021, the centers started opening 7 days a week.

Missouri Travel Barometer



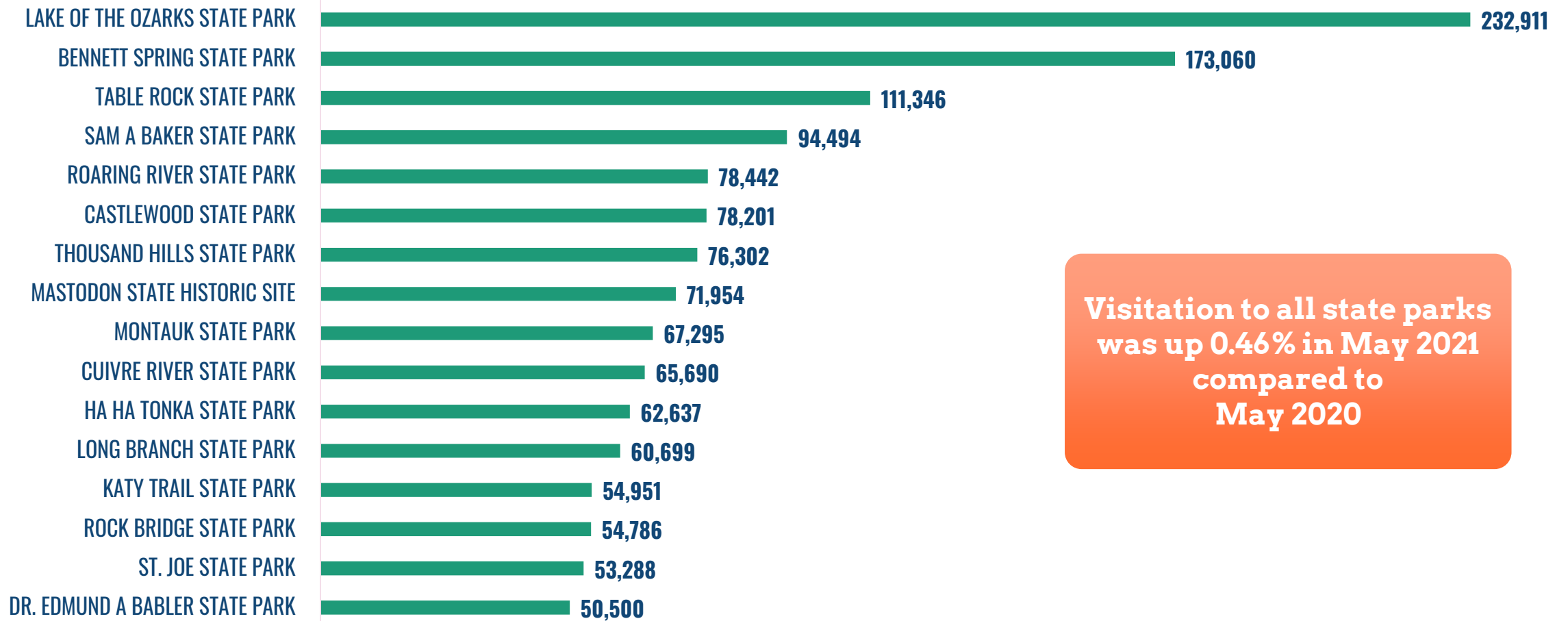
Visitors to Missouri State Parks during January – May



Missouri Travel Barometer



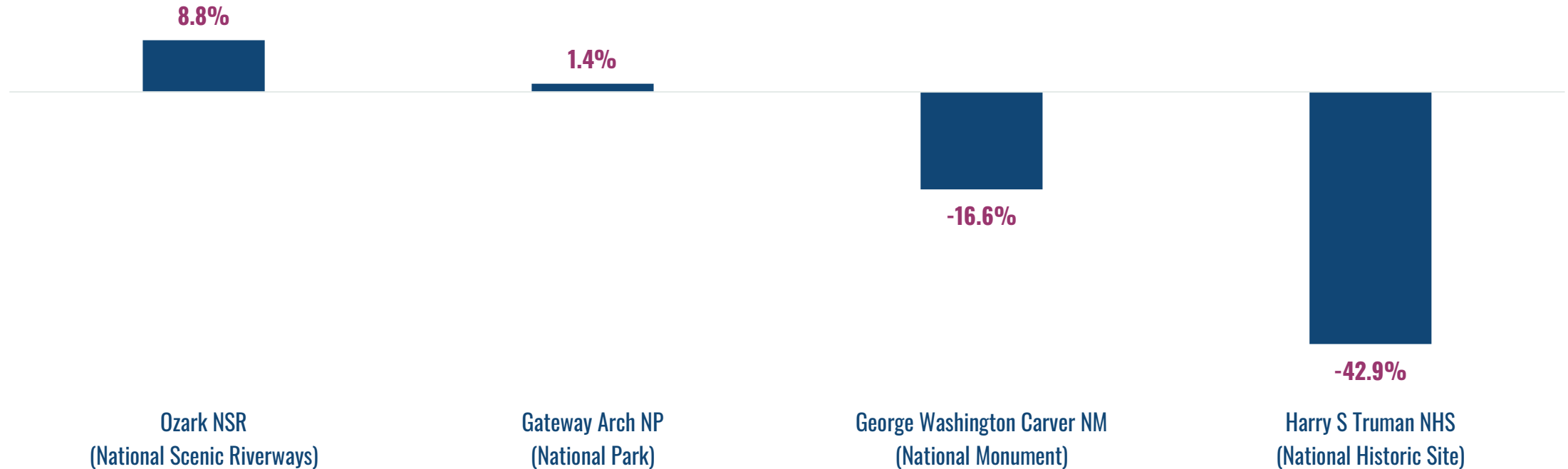
Most Visited Missouri State Parks during May 2021



**Visitation to all state parks
was up 0.46% in May 2021
compared to
May 2020**

Missouri National Parks Attendance

% of Change in Visits to Missouri National Parks January - May 2021 Compared to 2020

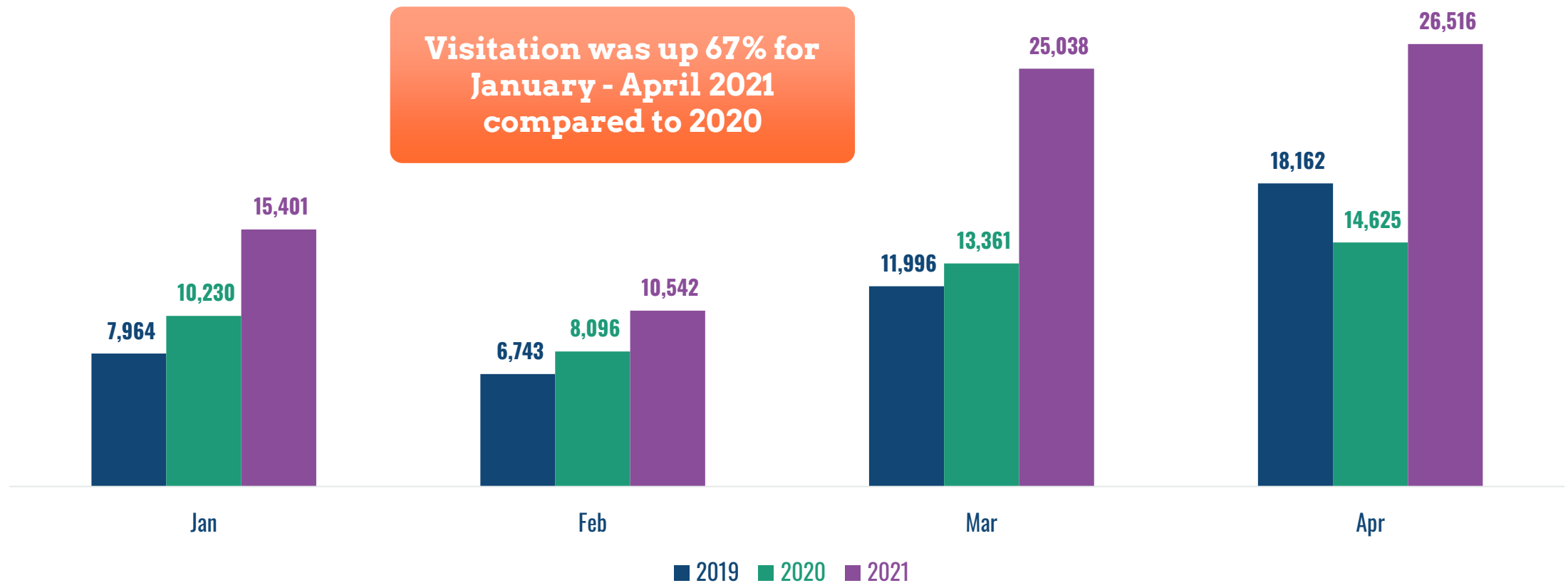


Notes: The visitor centers at the George Washington Carver NM and the Harry S Truman NHS closed in mid-March 2020 due to Covid-19 precautions. Truman's home was also closed, but the farm grounds remained open. At the Gateway Arch NP, Tram Rides to the top of the Arch resumed on September 1, but the Old Courthouse remains closed for renovations.

Missouri Travel Barometer



Wilson's Creek National Battlefield Attendance thru April



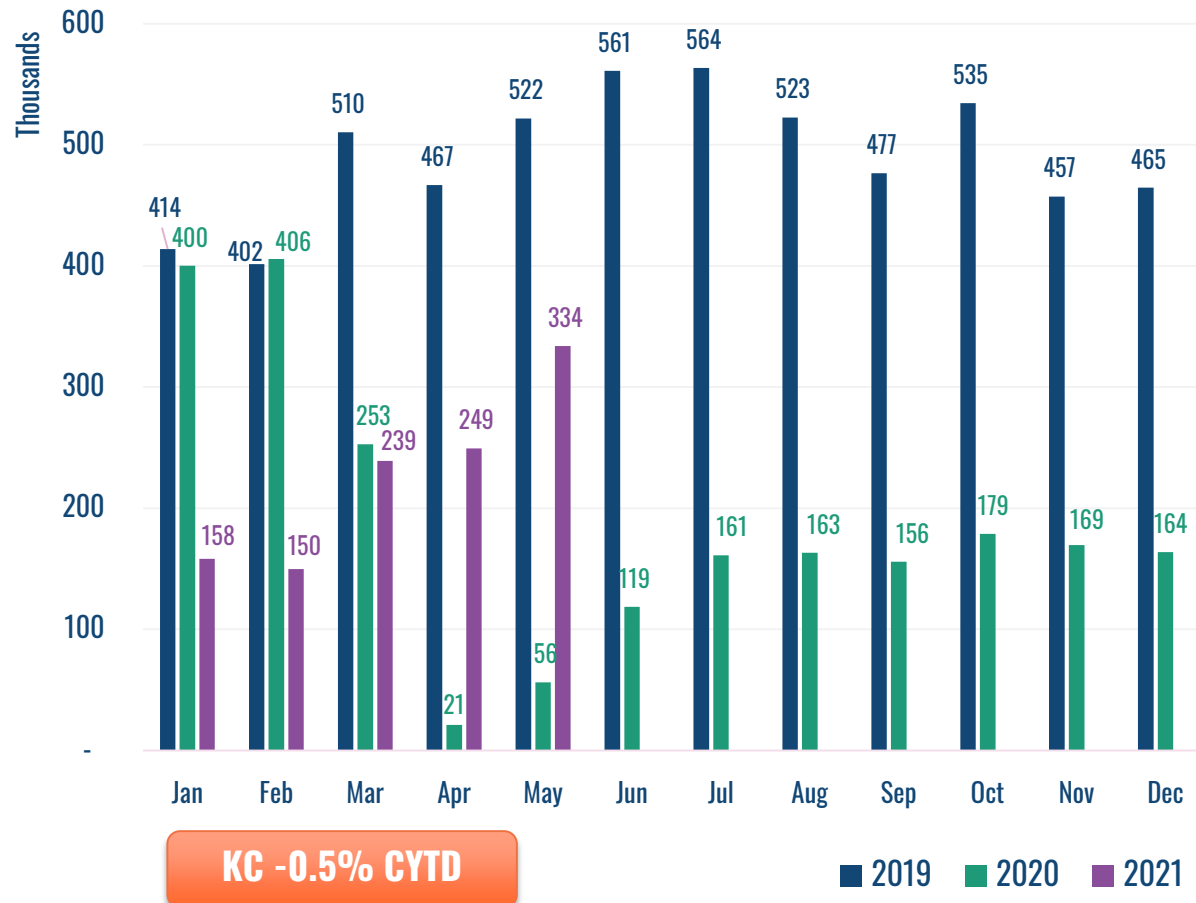
Note: The visitor center at the Wilson's Creek NB closed in mid-March 2020 due to Covid-19 precautions

Missouri Travel Barometer

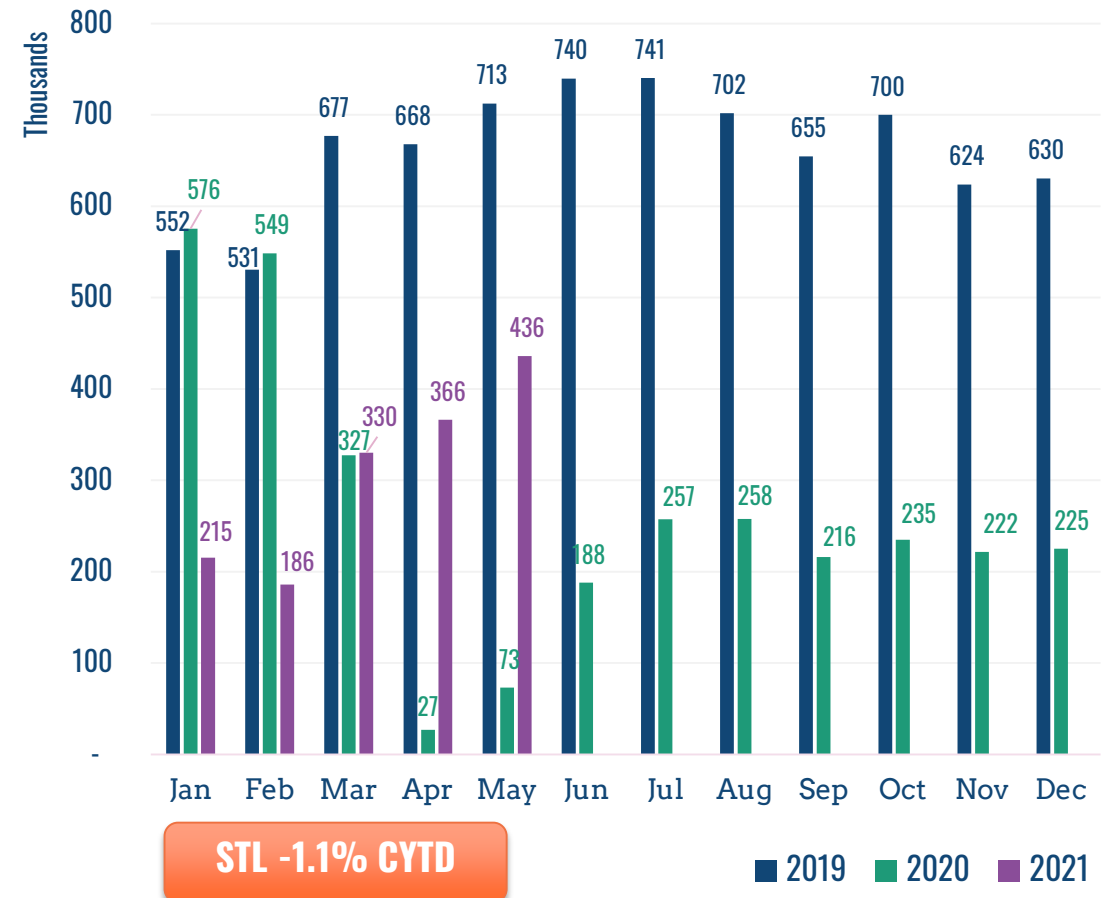


KC & STL Airport Deplanements

Kansas City



St. Louis

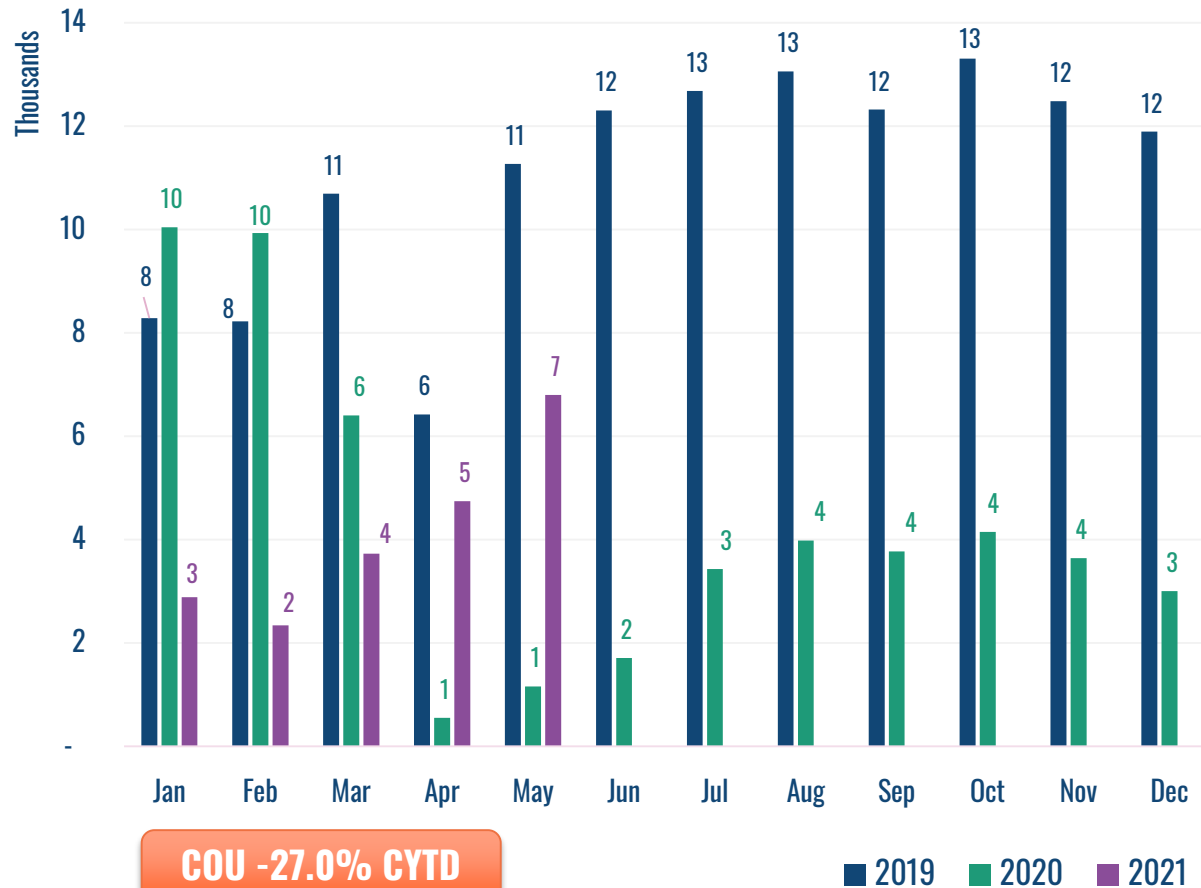


Missouri Travel Barometer

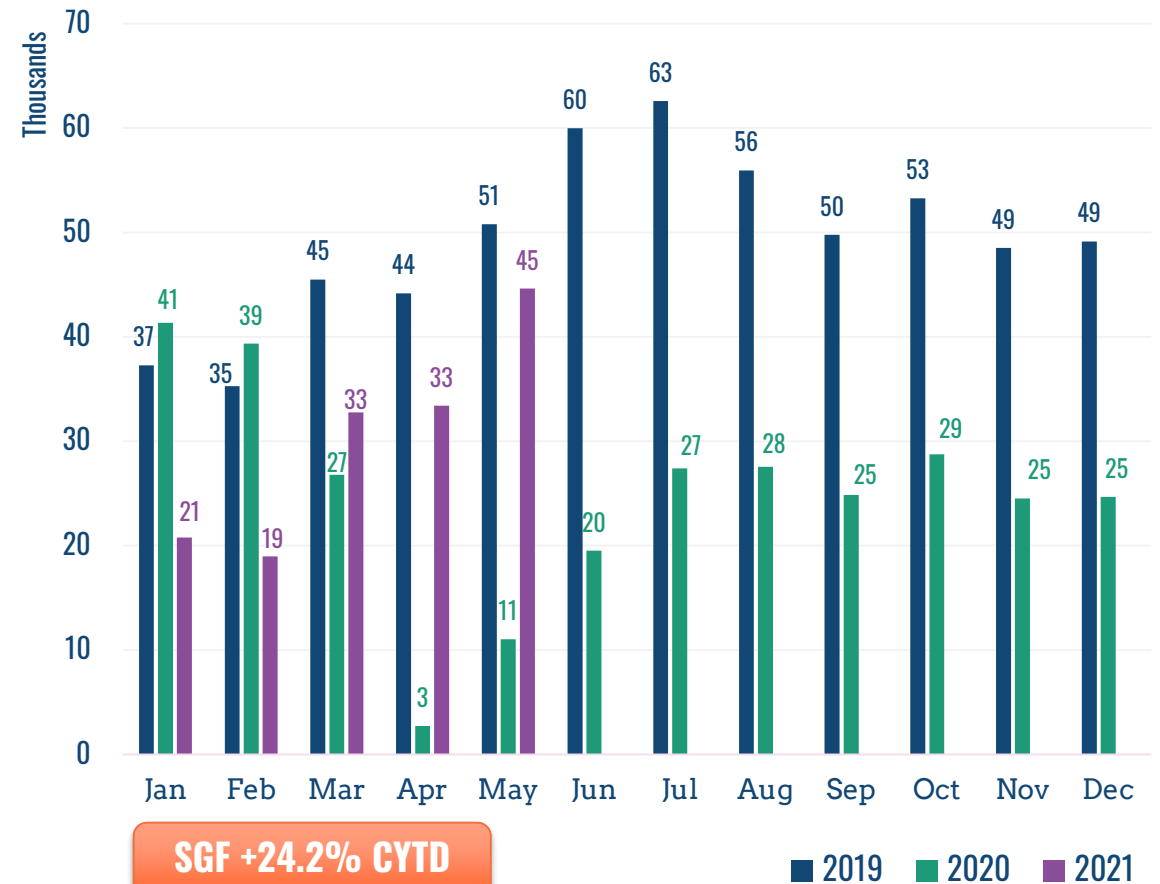


Columbia & Springfield Airport Deplanements

Columbia



Springfield



THANK YOU

